

Cost Effectiveness of Salt Reduction Interventions in Pacific Islands (FJI/WSM 10)

Target behaviour change: Reduce salt use

Behaviour change target groups: Consumers/food industry and service providers

Country/countries: Fiji and Samoa

Barriers/enablers to behaviour change

	Community	Non-physician healthworkers	Doctors	Food industry and policymakers	Notes
Capability – physical/psychological	Medium	High	High	High	1
Motivation – reflective/automatic	Low	Low	Medium	Medium	2
Opportunity – physical/social	Low	Medium	Medium	High	3

Notes

1 - No empirical work to inform rating.

2 - Behaviour is affected by habit and culture and controlled by industry. No empirical work to inform rating.

3 - No empirical work to inform rating.

Intervention classification

Intervention	GACD project	Mongolia (Ulaanbaatar) workplace intervention on salt reduction	China salt substitute	Notes
Restrictions	No			
Education	Yes	Yes	Yes	1
Persuasion	No			
Incentivisation	No			
Coercion	No			
Training	Yes	Yes	Yes	2
Enablement	No			
Modelling	No			
Environmental restructuring	Yes	Yes	Yes	3
Policy factors				
Guidelines	Yes	Yes	No	4
Environment/social planning	No	No	No	
Communication/marketing	Yes	Yes	Yes	5
Legislation	No	No	No	
Service provision	No	Yes	Yes	6
Regulation	Yes	No	No	7

Fiscal measures (eg. taxation)	No	No	No	8
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Notes

- 1 - Consumer campaigns/social marketing strategies
- 2 - Training for industry and food service providers
- 3 - Changing salt levels in foods and meals
- 4 - Policy/strategy to reduce population salt intake to 5g/day
- 5 - Social marketing campaign
- 6 - Workplace intervention in Mongolia/Salt substitute in China
- 7 - Voluntary or mandatory targets for salt levels in food
- 8 - Potential for taxes on high salt foods but not tried by these countries